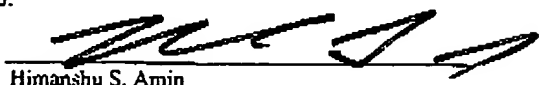


PATENT

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 703-872-9327 on the date shown below to Mail Stop Appeal Brief - Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: 9-15-03
Himanshu S. Amin

MS137797.1

Examiner

+ fee for
Oral Hearing
+ fee

9.22.03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): David E. Heckerman, et al.

Examiner: Daniel Lastra

Serial No: 09/450,262

Art Unit: 3622

Filing Date: November 29, 1999

Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH

Mail Stop Appeal Brief - Patents
Commissioner for Patents
Alexandria, VA 22313-1450

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REPLY TO EXAMINER'S ANSWER DATED JULY 14, 2003

Dear Sir:

Appellants submit this Reply to the Examiner's Answer in connection with an appeal of the above-identified patent application.

A Request for Oral Hearing is hereby made, and the Commissioner is authorized to charge Deposit Account No. 50-1063 any fees that may be due in connection with this request as well as submission of this paper.

11/20/2003 SCALE 10000000 00000000 00000000

01 FC:1403 290.00 DA